
How to Succeed

as a

Massage Therapist:

The 3-Secrets that Every Massage Therapist Must Know

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*“Always bear in mind that your own resolution to
succeed is more important than any other.”*
– Abraham Lincoln

Chapter
One

Defining Success

It is my hope that all massage therapists in the United States would be successful in their practices.

Every one of us.

There are numerous reasons as to why I dream of our mutual success, ranging from completely selfless to utterly selfish. On one hand, I hope we therapists can collectively make a difference in the lives of everyone we touch. My desire is that we can bring healing and relief to those suffering from pain and dysfunction, using our hands to help others become healthier.

On the other end of the spectrum, my desire for the success of all therapists is for completely selfish reasons. You see, if more of the population were to regularly incorporate massage into their lives, then there would be an increased demand for therapists and more massage therapists would have the funds to invest in my continuing education seminars!

When all therapists are busy and our appointment books are full, it is ultimately good for all of us.

The very definition of “success”, however, is a bit different for everyone. What is “success” for you? Do you know what truly makes you happy? How can your business help you achieve that?

In Timothy Ferris’ book, *The 4-Hour Workweek*, he talks about how most Americans work hard for their entire lives, saving money for retirement so they can eventually quit work and do the things they have always dreamed of. For *How to Succeed as a Massage Therapist: The 3-Secrets Every Massage Therapist Must Know* some that might be traveling the world or volunteering to help build an orphanage in a third-world country.

Ferris suggests his readers consider living a simpler life instead, desiring less so they can live a “retired lifestyle” before their bodies start breaking down to the point they are unable to physically do what they have been daydreaming about for years. For me, his suggestion was spot-on. The idea of saving my entire life to “live retired” when my body is tired makes no sense. Instead, I have decided to live simpler so my money can go further, allowing me to do the things that make me happy now versus later.

How To Succeed As A Massage Therapist The 3 Secrets Every Massage Therapist Must Know

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